



FASHION INTERNATIONAL

NEWS AND VIEWS OF THE INTERNATIONAL FASHION WORLD

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LIGHTHEARTED FABRICS ARE KEY TO NEW WHATEVER-THE-WEATHER SPRING COATS

FABRICATIONS: THE GREAT QIANA TAKEOVER -- now responsible for sizable customer interest. Frequently unlined or reversible to another color, it answers a multitude of needs. Alone in the rain, or over another coat - even fur - doubling as a great evening coverup. A new QIANA SUEDECLOTH is seen in more tailored versions ... POPLIN is still the market's mainstay ... CHINO, and a new type of tackle twill add their soft sheen to these water repellents.

STYLING: FULL COATS continue best sellers -- steamers, choirboy smocks, water-fall pleat-backs ... The "Snob Trench," or "Un-Trench," all the classic details, but a slightly fuller body sometimes with "soft" tucking ... BELTED COATS still basic, smartened up with extended-flange shoulders, deep dolman armholes and blouson bodices ... Fitted waistlines, some with dirndl'd skirts.

QIANA -- FULL COATS: STEAMERS, self-belted raglan reversible, tie-scarf (Raincheetahs/Naman), bow tie sleeve detail (Main Street), shoulder-pleated steamer (Luba) -- CAPE COATS, button shirt front, epaulets (Bonnie Cashin/Weatherwear) -- OTHER, small shirt collar, button-front, stitched shoulder yoke and cuffs, back pleat (Luba), convertible funnel collar raglan, shirred front and back (Main Street), unlined pencil striped, yoke top, pleated back, large snap pockets, tube belt (Cashin),
(continued on page 2)

-- FASHION INTERNATIONAL HIGHLIGHT --

THE TEXTURED LEG: SHEERER THAN EVER -- Skirts are slit, slim, short; and legwear rises to the occasion -- literally with airy, open textures...Fisherman sandals call for casual and textured socks...Colors are chiefly delicate and dusty, or brights.

PANTYHOSE -- SANDALFOOT: Domino dot (Givenchy), heather-look hi-rise and chevron-textured sheer-to-waist (Dior), delicate herringbone sheer-to-waist; also sheer classic-rib stockings (Berkshire) -- REINFORCED: pinstripe or art Deco motif (Hanes).

SANDALFOOT - DISCO PANTYHOSE: Signature lace sheer-to-waist; also sheer stretch stockings (Dior), sheer-to-waist floral trellis or butterfly knee and ankle motif (Hanes), point d'esprit, or sheer diamond side-stripe; also dark seam ultra-sheer stockings (Berkshire).

KNEE-HI'S: Pinstripe (Hanes), in chevron pattern (Dior) -- cotton/nylon/stretch terry-like horizontal rib (Bonnie Doon), pointelle, Continental cuff top (Geoffrey Beene/Bonnie Doon) -- sheer classic-rib sandalfoot (Berkshire).

ANKLETS -- DISCO: Gold metallic mini-check, top stripe (Beene), flat-knit opaque stretch nylon, eyelet lace at turnover cuff; open mesh and cable poly/flax/nylon, short Continental turnover cuff (Bonnie Doon) -- SPORT: White with pink embroidery, or red cuff, heel and toe (Trimfoot).

WHATEVER-THE-WEATHER SPRING COATS (continued from page 1)

puffed shoulder, stitched and pintucked, optional belt; softly pleated trench (Gallery)...SLIMS: Tucked yoke top, Pierrot collar; round collar and front yoke, covered buttons and loops, sleeve ties (T.T. Mallo), shirt collared fly-front, contrast-piped pleated yoke, square armhole, turnup cuff (Raincheetahs), shawl collared raglan, bib front, tunnel waist, button loops (Braefair) ... SUEDED QIANA: Double-breasted Chesterfield; single-breasted, shirred at waist back, button-off belt (Cedarhurst) ... Polyester QIANA LOOK-ALIKE: unlined poncho, very full, batwing sleeves; unlined taffeta dolman, shawl collar, draw-string dirndl (Carol Cohen/Braefair).

POPLIN -- STEAMERS: Bow tie sleeve detail, optional belt (Diane Von Furstenberg/Main Street), contrast trim at pockets, cuffs and fly-front (Gallant Int'l.), iridescent poly-blend yoke top, shirt collar, fly-front, sleeve straps (Mallo), snap front, inverted back pleat, kangaroo pockets (Cashin), square-yoked swagger, multi railroad stitching (Luba) ... BELTED COATS: Shirred saddle shoulder button-front, banded neck, self-belt; scalloped wrap-front reversible (Mallo), rounded-shoulder epaulets, patch pockets, sleeve tabs (Main Street), stand-up collar, flanged shoulder, snap fly-front, self-belt (Raincheetahs), silk-finish, capped, padded, pleated military shoulder with epaulets (Cuddlecoat), padded-shoulder double-breasted, attached double-wrap tie-belt (Luba).

"SNOB" TRENCHES -- POPLIN: Iridescent, small shawl collar, optional belt (DVF), double-breasted signature "fencer" trench, shield back (Cuddlecoat), Mandarin neck military look, flanged armholes, epaulets, turnback cuffs, multi railroad stitching (Luba) ... "Frisco" TACKLE TWILL: Double-breasted raglan "un-trench," Mandarin collar, shield yokes; military look fly-front, pleat front and back (A Different Attitude) ... CHINO, poly/cotton fly-front, saddle shoulder, shirred shield back (Braefair).

CLASSIC REEFERS -- WOOL: Leno mesh, single- or double-breasted (Luba), notch or shawl collar gray flannel (Cuddlecoat) -- POPLIN Chesterfield, shawl collar (Gallant) ... SLICKERS: Clip closure, stand-up collar, sleeve ties (Raincheetahs), shirred-shoulder wrap, turn-up cuffs (Gallant), synthetic-rubber-coated double-face cotton with brushed tweedy back, khaki or olive drab "big trench," dolman sleeve double-breasted, inverted pleat back (Cuddlecoat).

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IMPORTANT DATES

<u>COLOGNE-Int'l. Men's Fashion Wk.</u>	Feb. 23-25	<u>PARIS-Fall Pret-A-Porter</u>	Apr. 7-11
<u>N.Y.-Early Fall Ready-To-Wear</u>	Mar. 5-16	<u>DUSSELDORF-IGEDO</u>	Apr. 23-27
<u>N.Y.-Intimate Apparel (Robes)</u>	Mar. 5-9	<u>N.Y.-Fall Ready-To-Wear</u>	Apr. 23-May 4
<u>N.Y.-European Fashion Fair</u>	Mar. 4-7	<u>FRANKFURT-Fur Trade Fair</u>	Apr. 25-29
<u>DUSSELDORF-IGEDO</u>	Mar. 11-14	<u>COMO-IDEACOMO</u>	May 2-5
<u>COPENHAGEN-Fashion Week</u>	Mar. 15-18	<u>N.Y.-Fall Intimate Apparel</u>	May 14-18
<u>N.Y.-Int'l. Fur Fair</u>	Mar. 18-21	<u>FRANKFURT-INTERSTOFF</u>	May 15-18
<u>MILAN-Fall Ready-To-Wear</u>	Mar. 24-30	<u>DALLAS-Fall Ready-To-Wear</u>	May 25-29
<u>ATLANTA- Early Fall RTW</u>	Mar. 24-28	<u>CHICAGO-Fall Ready-To-Wear</u>	June 1-5
<u>N.Y.-NAMSB; BAMA</u>	Mar. 25-28	<u>ATLANTA-Fall Ready-To-Wear</u>	June 2-6
<u>L.A.-Early Fall RTW</u>	Mar. 30-Apr. 2	<u>L.A.-Fall Ready-To-Wear</u>	June 8-11
<u>DALLAS-Early Fall RTW</u>	Mar. 30-Apr. 3	<u>MIAMI-Fall Ready-To-Wear</u>	June 8-11
<u>FLORENCE-PITTI DONNA</u>	Mar. 31-Apr. 2	<u>N.Y.-Press Week</u>	June 17-22
<u>MUNICH-Fashion Week</u>	Apr. 1-Apr. 5	<u>N.Y.-Nat'l. Shoe Fair</u>	Aug. 4-7
<u>LONDON-Fall Ready-To-Wear</u>	Apr. 2-6	<u>N.Y.-Resort Ready-To-Wear</u>	Aug. 6-17
<u>MIAMI-Early Fall Ready-To-Wear</u>	Apr. 6-10	<u>N.Y.-Intimate Apparel</u>	Aug. 6-10

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INTERSTOFF AND IDEACOMO: COLORFUL, LUXURIOUS AND EXPENSIVE FALL/WINTER '79-'80

Both fairs emphasized fabrics created for specific classifications especially for late-day-into-evening dressing. Americans winced at the steep price hikes, worsened by the low exchange rate of the Dollar. But the strong Yen enabled Japanese manufacturers to look to Europe again for their resources.

TRENDING COLORS -- DEEP, RICH DARKS: Pine, teal, blue plum, midnight navy, chestnut, cranberry, cinnamon -- BRILLIANTS: Fuchsia, turquoise, marigold, red, plum, royal -- COLORED NEUTRALS: Mustard, tarnished brass, copper, taupe, slate gray, walnut, alabaster, mole, combined with one another or with black -- IRIDESCENCE, achieved with cross dyes or mixed yarns in all categories of wovens and knits, as well as LACQUERED surfaces, lend new dimensions and excitement.

LUXURY LOOKS: Glittering, luminous and sensuous; for evening -- baroque brocades, luxe silk taffeta, crepe de chine, lame, sheer chiffon, georgette, mousseline, tulle, point d'esprit -- many glitter or glisten with gold and other metallic yarns, beading, sequins, paillettes, rhinestones, or appliques of gold or silver tinsel.

COORDINATION: The marriage of wovens and knits, as well as coordinated lines of coatings, suitings, shirtings and skirtings, for popular suits and coats/suits.

SURFACE INTERESTS in all classifications -- TWILLS: Gabardine, serge, covert -- RIBS: Failles, ottomans, Bedford cords, corduroy; newest are very pronounced or iridescent -- TWEEDS: Irish, Harris, barleycorn, houndstooth, herringbone worsted; very special, silk worsteds -- PUCKERS: Cloque, seersucker, waffle weave, matelasse, blisters, quiltings, embossed -- CREPES: Patterned, satin, faille and sheer -- SMOOTH: Melton, flannel broadcloth -- SOFT: Cashmere, baby llama, camelhair, souffle mohair -- CURLY: Poodle, chinchilla, ratine, boucle, loopy -- FAKES: Teddy bear, curly lamb and cat for coatings.

WINTER COTTONS: Sometimes blended with wool, light weight for shirtings, heavier for sportswear and outerwear; newest: Winter cotton tweeds -- STRETCH: Two to three percent spandex added to woven gabardine, flannel, corduroy.

KNITS: Gaining importance, often indistinguishable from their woven counterparts -- they range from lightest single-knit jersey to ribs, indented or loopy surfaces, diagonals and raschel tweeds; Important: milled jersey gently brushed to simulate flannel, matte and crepe jersey, cire Simplex jersey, iridescent satin tricot, glossy rayon and sweaterknits -- Yarns play important roles in all these fabrics: blends of precious fibers, nubs, slubs, boucle, crepe, marled, inlaid, heathered and metallic.

PATTERNS: TWEEDS -- Broken crowsfoot, shock weave chevrons, cross-hatch -- PLAIDS: Block, Tartan, mini -- CHECKS: Gingham, block, checkerboard -- STRIPES: Regimental, cravat, Roman, broken paintbrush yarn stripes blend in marled, satin and running stitch ... PRINTS: Small, widely spaced geometric florals, flat silhouette, outline of splatter florals, linens, printed tweeds, plaids and herringbones, cosmos, conversational, figurative, flora and fauna, foulard, cravat, circles, dots and spots.

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BODY DRESSING: METAMORPHOSIS OF EXERCISE LEOTARD INTO A FASHION "BASIC"

Now the dancer's second-skin becomes the cornerstone of disco dressing, cast as a supporting player who may steal the show. Spaghetti straps detail tank, bandeaux and shirred suits; some strapless. Most are spandex or satin spandex, in brights, midtones or darks

TANKS: Low boat or V-neck (Rudi Gernreich/Capezio), square neck; tied halter, demi French cut legs (Capezio), lace inserts; camisole top, racing striped front, French cut legs (Apollo), rounded neckline, contrast striped top and sides; V-neck slip-top, straps cross over low back (Jantzen) -- crisscross spaghetti straps: licorice super shines, open back or low back sheer inserts radiating from V-front (G. Wheels) -- sleeved satin spandex: sheer stretch top, short butterfly sleeves; dolman body wrap (Dior).

BANDEAUX: Strapless tie-front tropical print, high cut leg; open tie back. (G. Wheels), elastic tube, contrast top- and side-stripes, detachable straps (Jantzen), lace trimmed tube; diamond front halter (Apollo), strapless (Gernreich).

SHIRRED BODYSUITS: Shirred bra, rounded back, over-the-shoulder straps (Jantzen), shirred-front licorice halter, low scoop back; diagonal striped, convertible halter straps, bust shirring (G. Wheels), short sleeved scoop neck (Capezio) -- spaghetti strapped tie backs; shirred front and back, front-slit, French cut legs, deep V-shirred front and back (Apollo).

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FALL '79 FABRICS MOVE TOWARD ELEGANCE

A move toward elegance in texture and pattern keynotes Fall '79 fabrics. It's a season of contrasts, with no single major fabric direction, but with emerging trends:

IRIDESCENCE, LUSTRE AND SHINE -- polished surfaces and glazes on cotton and wool
Faille, satin, dobby damask
Cotton jacquard, sateen
Crepe de chine, moire, cire
Taffeta, velours, velvet ... in bottom and top weights

CLASSIC AND HABERDASHER CLOTHS:

Wool system flannel, tweed and herringbones have a soft touch
Worsted system sharkskin, twill, cord, barathea, gab and marl
have a crisper finish
Menswear influence is strong in bottom weights

CREPE continues important -- in all weights -- knits or woven -- silk and blends

INNOVATIVE KNITS with surface interest and texture:

Double-knits have texture and pattern
Jersey has face finishing -- shading, napping, brushing, texture, lustre

LOOPY SURFACES -- more of the texture story:

Boucle, poodle cloth, chinchilla -- for coats and jackets

PATTERNS are mini: Geometrics, florals and abstract prints with a retro feeling --
conversationals, dots, amusing fancies in a nostalgic mood

PATTERNS are maxi: Plaids, spaced, flat florals

MENSWEAR PATTERNS and Foulards emphasize the haberdasher look

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